A9055-104 4/90

TVB

A RESEARCH TREND REPORT

TRENDS IN REGIONAL NETWORK

1989

Prepared by the TVB Research Department

3/90

Television Bureau of Advertising, Inc., 477 Madison Avenue, New York, New York 10022 (212) 486-1111

REGIONAL NETWORK ADVERTISER'S SUMMARY

-NUMBER OF BRANDS-

QUARTER	1985	1986	1987	1988	1989
1	93	135	173	99	116
2	121	132	113	105	119
3	141	152	146	118	121
4	134	179	208	151	111
FULL YEAR	283	378	371	300	282

-DOLLAR INVESTMENT- (000)

QUARTER	1985	1986	1987	1988	1989	% Chg '89 vs 88
1	$35,249.1	$38,230.8	$49,823.7	$36,668.5	$25,074.4	- 31.6
2	51,181.1	47,085.3	46,970.2	31,202.6	42,707.1	+ 36.9
3	43,211.0	42,882.0	37,890.0	38,071.3	32,573.5	- 14.4
4	49,643.2	51,635.3	58,457.5	37,212.7	28,650.5	- 23.0
FULL YEAR	$179,284.4	$179,833.4	$193,141.4	$143,155.1	$129,005.5	- 9.9
% of Total Network Full Year	2.2%	2.1%	2.2%	1.5%	1.3%	

REGIONAL NETWORK ADVERTISERS JANUARY - DECEMBER 1989

BRAND/PRODUCT	PARENT COMPANY	$(000)
7 Up Bev	Dr. Pepper/Seven Up Companies	1.2
9 Lives Cat Food Canned	Heinz H J Co.	11.4
Aarp Amer Assn/Rtrd Prsn	American Assn of Rtrd Persons	1788.3
Alaska Airlines	Alaska Air Group Inc.	553.1
Alleract Allergy Med	Wellcome Foundation Ltd	7.2
Allied - Signal	Allied-Signal Inc.	5.0
Allstate Ins. all forms	Sears Roebuck & Co.	72.6
Alpo Pet	Grand Metropolitan Plc	12.5
Alpo Pet-Canned & Lite Dog Food	Grand Metropolitan Plc	52.2
Alpo Pet-Canned&Dry Puppy Food	Grand Metropolitan Plc	1317.4
American Dairy	United Dairy Industry Assn.	6.2
American Dairy - Milk	United Dairy Industry Assn.	102.8
American Homes Pdts	American Home PDTS Corp.	107.1
Amoco Petro - Gasoline	Amoco Corp.	7.5
Amoco Petro - Gen Promo	Amoco Corp.	973.6
Anheuser Busch	Anheuser-Busch Companies Inc.	639.3
Aqua Care Pdts-Hand&Body Loti	Smithkline/Beecham Corp.	15.0
Aqua-Fresh Toothpaste Reg.	Smithkline/Beecham Corp.	5.8
Aqua-Fresh Toothpaste Tartar Co	Beecham Group P L c	7.4
Arco-Petro	Atlantic Richfield Co.	36.0
Arm & Hammer - Baking Soda	Church & Dwight Co. Inc.	120.1
Arm & Hammer-Carpet Deodorizer	Church & Dwight Co. Inc.	31.5
Arm & Hammer-Dental Care Tootp	Church & Dwight Co. Inc.	148.6
Armor All	McKesson Corp.	6.9
Armor All Protectant	McKesson Corp.	19.9
Armor Products	Greyhound Corp.	1170.8
Band Aid Adhesive Bandages	Johnson & Johnson	13.3
B P Petro Gen Promo	British Petroleum CO. PLC	154.4
Beatrice Foods	Kohlberg Kravis Roberts Co.	71.8
Beecham Pdts	Beecham Group P L C	85.2
Beechnut Baby Food	Ralston Purina Co.	1.3
Bissell Pdts	Bissell Inc.	112.1
Block Drug	Block Drug Co Inc.	52.4
Blue Diamond Almonds	Blue Diamond Growers	15.0
Bob Evans	Bob Evans Farms Inc.	582.0
Bob Evans Sausage	Bob Evans Farms Inc.	21.8
Borden Food	Borden Inc.	9.6
Bud Light beer	Anheuser-Busch Companies, Inc.	28.9
Budweiser Beer	Anheuser-Busch Companies, Inc.	11.3
Budweiser Concert Series	Anheuser-Busch Companies, Inc.	15.1

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BRAND/PRODUCT	PARENT COMPANY	$(000)
Buncomb County Tours	Buncomb County Tours	31.6
Burroughs Wellcome	Wellcome Foundation Ltd.	124.3
Busch Gardens	Anheuser-Busch Co., Inc.	1396.5
Calif Almonds	Blue Diamond Growers	108.6
Campbells Food	Campbell Soup Co.	2.6
Carter Wallace	Carter Wallace Inc.	16.1
Chesebrough Ponds	Unilever NV	29.2
Chevrolet Autos	General Motors Corp.	2236.3
Chevrolet Dealer Assn	Chevrolet Auto Dlrs Assn	366.6
Chevrolet Trucks-S10-Blazer	General Motors Corp.	6.2
Chevrolet Trucks S10-Pickup	General Motors Corp.	6.2
Chevron Petro	Chevron Corp.	74.7
Chunky Candy	Nestle S A	378.2
Church & Dwight Co.	Church & Dwight Co. Inc.	926.1
Ciba Geigy	Ciba-Geigy Ltd.	1.5
Clapper On/Off Activator	Joseph Enterprizes	118.5
Classico Pasta Sauces	Borden Inc.	2.6
Clorox Pdts	Clorox Co The	1213.0
Clorox Pdts-2 Liquid Bleach	Clorox Co The	425.1
Clorox Pdts-2 Powder&2 Liquid	Clorox Co The	30.2
Clorox Pdts - Detergent	Clorox Co The	94.8
Clorox Pdts - Liquid Bleach	Clorox Co The	196.2
Colgate Palmolive	Colgate Palmolive Co.	2.4
Colombo	Zausner Foods Corp.	94.9
Colortyme Rentals	Colortyme, Inc.	8.4
Colt 45 Malt Liquor	Bond Corp. Holding Ltd.	350.8
Combe Inc.	Combe Inc.	10.3
Conair	Conair Corp.	3.8
Cool Whip Food-Topping	Philip Morris Companies Inc.	2.2
Corona Extra Beer	Barton Brands, Ltd.	14.2
Cortizone 5 Skin Cream	Thomson Medical Co. Inc.	7.5
Cosmair Inc.	Cosmair Inc.	28.4
CPC International	CPC International Inc.	8.0
Craylola Pdts	Hallmark Cards Inc.	.3
CVS Drug Store	Melville Corp	82.5
Deep Woods Off Repellent	Johnson S C & Son Inc	37.5
Delta Airlines	Delta Airlines	6.2
Designer Imposter Sprays	Parfums De Coeur	18.3
Dial Products	Greyhound Corp.	2.3
Dodge Autos&Trucks Various	Chrysler Corp.	1.0

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BRAND/PRODUCT	PARENT COMPANY	$(000)
Dodge Autos	Chrysler Corp.	135.8
Dodge Autos Various	Chrysler Corp.	4.7
Dodge Dlrs Assn	Dodge Auto Dlrs Assn	216.1
Dodge Dlrs Assn-Omni & Shadow	Dodge Auto Dlrs Assn	3.9
Dole Food	Castle & Cooke Inc.	14.4
Dovebar Ice Cream	Mars Inc.	3.7
Dow Products	Dow Chemical Co	9.5
Dreyers Grand	Charterhouse P L C.	493.9
Drixoral Pdts Cold Tablets	Schering-Plough Corp.	7.5
Dupont Pdts	E I Du Pont De Nemours	10.1
Eckerd Drug Stores	Merrill Lynch & Co.	1002.6
Ethan Allen Furn Sales	Green Mountain Holding Corp.	1147.1
Exxon Petro-Gasoline	Exxon Corp	10.9
Faultless Pdts	Faultrless Starch/Bon Ami Co	17.1
Field of Dreams Movie	MCA Inc.	8.7
First Brands	First Brands	11.8
First Interstate Bancorp	First Interstate Bancorp	5404.8
Fish & Seafood Promo	National Fish & Seafood Concil	1817.2
Fleet/Northstar FNCL Group Gen	Fleet/Northstar Fncl Group Inc.	41.5
Flintstones Vitamins-Regular	Bayer A G	7.2
Florida Citrus	Florida Citrus Commission	2.7
Foot Locker Shoe Store	Woolworth F W CO.	115.5
Ford Dlrs Assn	Ford Atuo Dlrs Assn	10.2
Ford Motor Co.	Ford Motor Co	14.4
Friendly Rest& Ice Crm SH	Tennessee Restaurant Corp	704.9
Garcia Y Vega Cigars	Culbro Corp.	123.2
Garden Weasel Grdn Tool	Faultless Starch/Bon Ami Co.	42.3
General Cigar	Culbro Corp.	34.0
General Foods	Philip Morris Co., Inc.	15.8
General Mills	General Mills Inc	346.8
General Motors Corp.	General Motors Corp.	186.9
General Motors Corp. Autos&Tru	General Motors Corp.	27.9
Georgia Pacific Pdts.	Georgia Pacific Corp.	29.8
Georgia Promo	Georgia State of	3.5
Gerber Pdts	Gerber Products Co.	18.6
Glad Products	First Brands Corp.	14.9
Gold Bond Mdctd Powder	Block Drug Co Inc	23.3
GoodYear Pdts	GoodYear Tire & Rubber Co.	121.0
GoodYear Pdts Auto & Truck Tire	GoodYear Tire & Rubber Co.	71.3
Great Western Fncl Corp.	Great Western Financial Corp.	177.5

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BRAND/PRODUCT	PARENT COMPANY	$(000)
Guild Wines	Guild Wineries & Distillers	11.9
Hallmark Pdts.	Hallmark Cards, Inc.	5.5
Hanes Apparel	Sarah Lee Corp.	2.4
Harrahs Marina Casino Ht	Holiday Corp.	526.9
Hasbro	Hasbro, Inc.	4.6
Hefty Plastic Pdts-Tall Ktch&TR	Mobil Corp	8.8
Heileman Brewing Co.	Bond Corp. Holding Ltd.	105.3
Heineken Beer	Van Munching & Co. Inc.	6.2
Heinz Food	Heinz H J Co.	86 2
Helene Curtis	Helene Curtis Industries Inc.	2.6
Hertz Rent A Car	Park Ridge Corp.	25.6
Hillshire Farms Meat	Sara Lee Corp	2.3
Hillshire Farms Meat-Sausage	Sara Lee Corp	1.4
Honda Autos Accord	Honda Motor Co. Ltd	128.5
Hormel Food	Hormel Geo A & Co.	5.1
Howard Johnson Mtr Lodge	Prime Motor Inns Inc.	131.5
I Can't Believe/Butter	Unilever N V	13.3
Internatl Coffee Regular	Philip Morris Companies, Inc.	22.6
Jack in the Box Rest.	Foodmaker Inc. d/b/a Jack in Box	190.7
Jell-O Sugar Free Gelatin	Jenny Craig Weight Loss Centers	242.2
Jimmy Dean Pdts	Sara Lee Corp.	1.3
Johnson & Johnson	Johnson & Johnson	70.9
Johnson S C	Johnson S C & Son Inc	8.9
Juicy Juice-Ready/Serve	Nestle S A	7.2
Kelloggs	Kellogg Co.	2.0
Kelloggs Corn Pops	Kellogg Co.	10.8
Kelloggs Cracklin Oat Bran	Kellogg Co.	27.7
Kelloggs Heartwise Cereal	Kellogg Co.	18.4
Keystone Beer & Keystone Light	Adolph Coors	26.8
Kimberly Clark	Kimberly Clark Corp.	6.8
Klondike	Clabir Corp	487.6
Klondike Ice Cream Bar	Clabir Corp	527.8
Kraft Food	Philip Morris Co., Inc.	9.7
Kraft Food Singles Cheese Slice	Philip Morris Co., Inc.	7.5
Las Vegas Promo	Las Vegas Convention/Vstrs Auth	240.1
Lee Apparel	V F Corp.	264.7
Lee Apparel Various Jeans	V F. Corp	4158.9
Lenscrafters Optical	U.S. Shoe Corp.	5.8
Lever Bros	Unilever N V	35.7
Levi Apparel	Levi Strauss Assoc Inc.	23.0

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BRAND/PRODUCT	PARENT COMPANY	$(000)
Lipton Food	Unilever N V	1.5
Liquid Plumr	Clorox Co The	30.2
Little Debbie Bakery Cakes	McKee Baking Co	4497.4
Lunch Bucket Micro Wave Meals	Greyhound Corp.	916.9
Massachusetts Promotion	Massachusetts State of	64.6
Mastercard	Mastercard International Inc.	11.5
McDonalds Drive In Rest.	McDonalds Corp.	1.1
MCI	MCI Communications Corp.	15.5
McKee Baking Co.	McKee Baking Co.	88.4
Medtech Labs	Medtech Labs, Inc.	13.6
Meineke Muffler Shop	GKN PLC	47.8
Mercedes Benz Autos 300	Daimler-Benz AG	68.1
Mercedes Benz Autos Various	Daimler-Benz AG	56.6
Michelob Dry Beer	Anheuser-Busch Companies, Inc.	22.7
Midway Airlines	Midway Airlines	40.7
Miles Laboratories	Bayer A G	4.1
Mitsubishi Autos	Mitsubishi Corp.	4.0
Mobil Petro	Mobil Corp	93.7
Molson Canadian Beer	Molson Companies Ltd.	13.4
Mrs. Smiths Food	Kellogg Co.	2.5
National Oats Cereal	Agway Inc.	124.0
Nationwide Insurance All Forms	Nationwide Mutual Ins. Co	253.8
Nationwide Insurance Auto	Nationwide Mutual Ins. Co	385.2
Nationwide Ins Mortgage Prtctn	Nationwide Mutual Ins. Co	32.9
Nescafe Decaf-Instant	Nestle S A	162.2
Nescafe Various Instant Coffees	Nestle S A	796.5
Nestle Pdts. Instant&Iced Tea m	Nestle S A	14.1
Nestle	Nestle S A	82.6
Nestle Crunch Bar	Nestle S A	12.9
Nestle Food-Frzn Ready/Bake Coo	Nestle S A	66.0
Nestle Quik Various	Nestle S A	9.8
Northern Paper Pdts	James River Corp.	25.9
Northwest Airline	Wings Holdings, Inc.	178.0
Noxell Corp.	Procter & Gamble Co.	4.6
O B Tampons	Johnson & Johnson	13.3
Ore-Ida Frozen Tater Tots	Heinz H J Co.	13.8
Owens Food	Bob Evans Farms Inc.	212.1
Pabst Brewing Co.	S & P Co.	488.3
Payless Shoe Store	May Department Stores Co.	5241.9
Penna Promo	Pennsylvania Dept. of Commerce	229.8

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BRAND/PRODUCT	PARENT COMPANY	$(000)
Pepperidge Farm Crackers	Campbell Soup Co.	8.2
Perdue Food	Perdue Farms Inc.	993.5
Perdue Food Chicken	Perdue Farms Inc.	754.2
Pfizer Inc	Pfizer Inc	23.8
Phillips 66 Petro	Phillips Petroleum Co	925.3
Phillips 66 Petro Gasoline	Phillips Petroleum Co	469.5
Pillsbury	Grand Metropolitan Plc	6.6
Playtex	Playtex Holdings Inc.	1.3
Playtex Bra	Playtex Holdings Inc.	11.3
Polident Denture Clnsr-SP STRGT	Block Drug Inc.	20.3
Poligrip Denture Adhesiv Paste	Block Drug Inc.	3.0
Pro-Care Gas Additive	Chevron Corp	279.4
Procter & Gamble Co.	Procter & Gamble Co.	10.5
Purdue Frederick	Purdue Frederick Co The	23.6
Purina Pet-Dry Dog Chow	Ralston Purina Co.	15.1
Quality Inn&Comfort Inn& Clrn&S	Manor Care Inc.	4.3
Radio Shack Electronic Str	Tandy Corp.	104.5
Ralston Purina Co.	Ralston Purina Co.	14.5
Reckitt & Colman	Reckitt & Colman PLC	8.5
Red Lobster Inns	General Mills Inc.	31129.2
Reebok Shoes	Reebok International	81.7
Remington Pdts Fuzz Away Fbrc S	Remington Pdts Inc.	6.0
Sandoz Pharmaceutical	Sandoz Ltd.	15.2
Sara Lee Corp.	Sara Lee Corp.	36.8
Scotchgard Pdts-Fabric Protectd	3M Company	14.3
Scott Paper	Scott Paper Co.	6.8
Sears Dept.	Sears Roebuck & Co.	15.0
Sharp Products	Sharp Corp.	11.5
Siemens Corp.	Siemens A G	86.4
Siemens Corp Gen Promo	Siemens A G	45.0
Skippy Premium Canned Dog Food	Heinz H J Co	38.7
Slim Fast Diet-Spplmnts	Thompson Medical Co Inc.	7.5
Soft Scrub Cleanser	Clorox Co The	40.9
Southwest Airlines	Southwest Airlines	243.9
State Farm Insurance	State Farm Mtl Auto Ins Co.	6324.0
State Farm Ins-All Forms	State Farm Mtl Auto Ins Co.	867.7
State Farm Ins-Auto	State Farm Mtl Auto Ins Co.	1076.5
State Farm Ins-Home Owners	State Farm Mtl Auto Ins Co.	1149.2
State Farm Ins-Life	State Farm Mtl Auto Ins Co.	18.7
Sterling Drug	Eastman Kodak Co	9.6

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BRAND/PRODUCT	PARENT COMPANY	$(000)
Strohs Beer	Stroh Brewery co	10.5
Subaru Autos	Fuji Heavy Inds Inc.	9183.1
Subaru Autos-Justy	Fuji Heavy Inds Inc.	1243.5
Subaru Autos-Legacy	Fuji Heavy Inds Inc.	4262.6
Subaru Autos-Various	Fuji Heavy Inds Inc.	794.0
Subaru Autos-Wagon	Fuji Heavy Inds Inc.	169.8
Subaru Dlrs Assn	Subaru Auto Dlrs Assn	603.4
Sudafed Liquid&Tablets	Wellcome Foundation Ltd	88.9
Sunlight Pdts Dishwasher Lqd&Pw	Unilever N V	14.5
Swift Food	Kohlberg Kravis Roberts & Co	106.5
Tampax Pdts	Tambrands Inc.	2.6
Tampax Pdts Tampons	Tambrands Inc.	13.8
Texas State Promo	Texas Tourist Development Agcy	196.0
Thomasville Furniture	Armstrong World Inds Inc.	22.7
Thompson Medical	Thompson Medical Co Inc.	176.6
Tilex Mildew Remover	Clorox Co The	4.9
Total Cereal-Raisin Bran	General Mills Inc.	364.4
Tropicana-Twisters	Seagrams Co. Ltd. The	2775.8
True Value Hardware Stores	Cotter & Co.	1904.4
Tyson Food Frzn PrPrd Chicken	Tyson Food Inc.	43.5
US ARMY	U S Armed Forces	6.2
Ultra Slim Fast Diet Spl	Thompson Medical Co Inc.	290.6
Unocal Oil	Unocal Corp.	278.0
Unocal Oil Dlrs Service	Unocal Corp.	48.7
Unocal Oil Gasoline	Unocal Corp.	416.7
Vanderbilt-Frag/Women	Cosmair Inc	8.7
Vaseline Intensive Care Lotion	Unilever N V	23.1
Vax Vacuum Cleaner	Vax Appliances	125.3
VeryFine Food	VeryFine Pdcts, Inc.	124.6
Virginia Advertisement	Virginia Commonwealth	1312.0
Visa	Visa U S Inc.	6.6
Vivarin Stimulant Tabs	Beecham Group P L C	7.8
Volume Shoes Shoe Store	May Department Stores Co.	16.9
Walt Disney World	Walt Disney Company	4932.4
WD - 40 Lubricant	WD - 40 Company	221.1
Weaver Food	Tyson Food Inc.	394.8
Weaver Food Prepared Chicken	Tyson Food Inc.	423.4
Welch Pdts	Welch Foods Inc.	158.2
Welchs Pdts Jams Jellies Preser	Welch Foods Inc.	6.3
Wherehouse Record Shop	Adler & Shaykin	160.1

REGIONAL NETWORK ADVERTISERS JANUARY - DECEMBER 1989

BRAND/PRODUCT	PARENT COMPANY	$(000)
Winn Dixie Food Stores	Winn Dixie Strs Inc.	2018.7
Yoo Hoo Drink	Hoffco Inc.	23.9
	TOTAL	129,005.5

Source: Television Bureau of Advertising (TVB) from data supplied by Broadcast Advertisers Reports (BAR)

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Jan.-June 1990

Prepared by the TVB Research Department

8/90

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3	42,882.0	37,890.0	38,071.3	32,573.5		
4	51,635.3	58,457.5	37,212.7	28,650.5		
FULL YEAR	$179,833.4	$193,141.4	$143,155.1	$129,005.5		

% of Total Network					
Full Year	2.1%	2.2%	1.5%	1.3%	
Year-to-date	2.0%	2.2%	1.4%	1.4%	1.0%

REGIONAL NETWORK ADVERTISERS JANUARY - JUNE 1990

BRAND/PRODUCT	PARENT COMPANY	$(000)
AH Robins	American Home Pdts. Corp.	2.0
Aarp Amer Assn/Rtrd Prsn	American Assn of Rtrd Persons	883.4
Alaska Airlines	Alaska Air Group, Inc.	6.6
American Family Pblshrs	American Family Publishers	2.3
American Home Pdts	American Home Pdts. Corp.	6.5
Ameritech	Ameritech	59.0
Anheuser Busch	Anheuser-Busch Companies Inc.	639.0
Arm & Hammer Baking Soda	Church & Dwight Co. Inc.	194.8
Arm & Hammer Carpet Deodorizer	Church & Dwight Co., Inc.	81.8
Arm & Hammer Dental Care Tooth	Church & Dwight Co., Inc.	276.6
Beecham Pdts	Smithkline Beecham	60.8
Bell Atlantic	Bell Atlantic	34.6
Bermuda Promo	Bermuda Dept. of Tourism	234.1
Bob Evans	Bob Evans Farms Inc.	25.6
Burroughs Corp Gen Promo	Unisys Corp.	2.3
Burroughs Wellcome	Wellcome Foundation Ltd.	75.7
Busch Gardens	Anheuser-Busch Cos., Inc.	729.1
Campbells Food	Campbell Soup Co.	16.0
Campbells Food Canned Soups	Campbell Soup Co.	7.8
Chevrolet Autos	General Motors Corp.	385.7
Chevrolet Dealers Assn.	Chevrolet Auto Dlrs Assn	798.3
Church & Dwight Co.	Church & Dwight Co., Inc.	509.9
Citicorp	Citicorp	2.5
Coca Cola	Coca Cola Co.	6.8
Coffee of Columbia	National Fed/Coffee Gwrs/Col.	111.3
CPC International	CPC International, Inc.	9.0
CVS Drug Store	Melville Corp.	25.0
Dean Witter Reynolds	Sears Roebuck & Co.	40.0
Dodge Dlrs Assn	Dodge Auto Dealers Association	89.2
Doritos Light & Ruffle &Cheetos	Pepsico Inc.	765.7
Dupont Pdts	E I Du Pont De Nemours	.5
East Coast Energy Council	East Coast Energy Council	468.2
Eckerd Drug Stores	Merrill Lynch & Co.	347.3
EPI PDTS	Twin Med Inc.	106.6
Ethan Allen Furn Sales	Green Mountain Holding Corp.	249.6
Faultless Pdts	Faultless Starch/Bon Ami Co.	222.3
First Interstate Bancorp	First Interstate Bancorp	2986.6
Fish & Seafood Promo	National Fish & Seafood Concil	949.4
Florida Citrus	Florida Citrus Commission	1.2
Ford Dlrs Assn	Ford Atuo Dlrs Assn	2.7
Ford Motor Co.	Ford Motor Co.	17.0
Garden Weasel Grdn Tool	Faultless Starch/Bon Ami Co.	430.5
Gerber Pdts	Gerber Products Co.	5.4
Glade Pdts Carpet & Room Deod.	Johnson S C & Son Inc.	30.9
Glade Pdts Plug-Ins.	Johnson S C & Son Inc.	18.9

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BRAND/PRODUCT	PARENT COMPANY	$(000)
GoodYear Pdts.	GoodYear Tire & Rubber Co.	16.8
Great Western Fncl Corp.	Great Western Financial Corp.	97.1
Halsa Pdts Shampoo & Condition.	Johnson S C & Son Inc.	39.1
Home Box Office	Time Warner Inc.	8.5
Hooked/Phonics Home Stdy.	Gateway Educational Pdts	264.4
Illinois Promo	Illinois Office Of Tourism	577.3
Infiniti Autos	Nissan Motor Co. Ltd.	6.0
Jack in the Box Rest.	Foodmaker Inc d/b/a Jack in Box	632.0
Jeep Eagle Autos & Vhcls	Chrysler Corp.	36.2
Jenny Craig Weight Loss Center	Jenny Craig Weight Loss Centers	77.9
John Deere Lawn Mower	Deere & Co.	8.4
Johnson & Johnson	Johnson & Johnson	2.8
Kemper Insurance	Kemper Group	2.5
Kimberly Clark	Kimberly Clark Corp.	.5
Kitty Litter	Edward Lowe Indus. Inc.	7.7
Kleenex Paper Pdts Facial Tiss	Kimberley Clark Corp.	7.2
Klondike	Empire of Carolina Inc.	7.3
Konica Pdts	Konishiroku Photo Ind Co. Ltd	14.7
Konica Pdts Conventional Film	Konishiroku Photo Ind Co. Ltd	381.8
Las Vegas Promo	Las Vegas Convention/Vstrs Auth	152.4
Lestoil Pdts	Procter & Gamble Co.	1.3
Lestoil Pdts Spray Floor Cleanr	Procter & Gamble Co.	1003.0
Lever Bros	Unilever N V	902.9
Levi Apparel	Levi Strauss Assoc Inc.	10.0
Lipton Food	Unilever N V	13.4
Little Debbie Bakery Cakes	McKee Baking Co.	3113.2
Marathon Oil Co.	USX Corp.	137.8
McKee Baking Co.	McKee Baking Co.	30.0
Mead Stationery Pdts	Mead Corp.	8.4
Medtech Labs	Medtech Labs Inc.	3.6
Mercedes Benz Autos	Daimler-Benz AG	35.5
Mercedes Benz Autos 300	Daimler-Benz AG	61.3
Mercedes Benz Autos Gen.Promo	Daimler-Benz AG	112.2
Mercedes Benz Autos Various	Daimler-Benz AG	41.3
Merrill Lynch Stockbrkrs	Merrill Lynch & Co.	1.7
Miracid Plant Food &Miracle Gro.	Stern's Miracle-Gro Pdts Inc.	24.6
Miracle-Gro	Stern's Miracle-Gro Pdts Inc.	45.8
Miracle-Gro Garden Feeder/Lawn	Stern's Miracle-Gro Pdts Inc.	20.6
Miracle-Gro Plant Food	Stern's Miracle-Gro Pdts Inc.	102.0
Monsanto Pdts.	Monsanto Co.	693.9
Nabisco	Kohlberg Kravis Roberts & Co.	35.2
Nabisco Chips Ahoy Selections	Kohlberg Kravis Roberts & Co.	8.3
Nationwide Insurance	Nationwide Mutual Ins. Co.	112.0
Nestea Pdts Instant & Iced Tea	Nestle S A	375.0
Nestle Crunch Bar	Nestle S A	8.1

REGIONAL NETWORK ADVERTISERS JANUARY - JUNE 1990

BRAND/PRODUCT	PARENT COMPANY	$(000)
Noxell Corp.	Procter & Gamble Co.	326.1
Nutra Sweet Swtnr. Promo	Monsanto Co.	2.0
NYNEX	NYNEX	86.8
Oldsmobile Autos Cutlass Suprm.	General Motors Corp.	9.6
Oscar Mayer Meat Bacon	Philip Morris Cos., Inc.	25.5
Payless Shoe Store	May Department Stores Co.	3760.2
Perdue Food	Perdue Farms Inc.	497.4
Perdue Food Chickens	Perdue Farms Inc.	375.8
Pillsbury Refrig Pastry	Grand Metropolitan PLC	3.0
Pitla/Prsnl Injry Trl Lw.	Pitla USA	54.9
Poulan Pdts Chain Saw	Electrolux AB	25.7
Raid Pdts. Max Roach Bait	Johnson S C & Son Inc.	35.0
Red Lobster Inns	General Mills Inc.	15437.5
State Farm Insurance	State Farm Mtl Auto Ins Co.	4376.1
State Farm Ins-All Forms	State Farm Mtl Auto Ins Co.	577.3
State Farm Ins-Auto	State Farm Mtl Auto Ins Co.	741.3
State Farm Ins. Homeowners	State Farm Mutual Auto Ins Co.	344.0
S C Johnson	Johnson S C & Son Inc.	100.5
Sudafed Tablets	Wellcome Foundation Ltd	19.6
Texaco Petro Gasoline	Texaco Inc.	51.2
Thompson Medical	Thompson Medical Co., Inc.	9.8
Travelers Insurance	Travelers Corp The	2.7
True Value Hardware Stores	Cotter & Co.	1043.8
Trump Plaza Hotel Casino	Trump Organization The	19.9
Tyson Food	Tyson Food Inc.	41.8
Tyson Food Frz PrPrd&Mcro Chick	Tyson Food Inc.	47.9
US Sprint Long Distance	United TeleComm., Inc.	17.2
US SPrint Long Dist Residential	United TeleComm., Inc.	5.4
VeryFine Food Rdy./Serve Juices	VeryFine Pdts. Inc.	159.3
Visa	Visa U S A Inc.	10.8
Wal-Mart Disc City	Walton Enterprises, Inc.	859.4
Walt Disney World	Walt Disney Company	61.3
Weaver Food Prepared Chicken	Tyson Food Inc.	152.0
Weed Eater Pdts. Blower	Electrolux AB	121.6
Weed Eater Pdts. Trimmer	Electrolux AB	525.3
Western Union Services	Western Union Corp.	5.0
Winn Dixie Food Stores	Winn Dixie Strs Inc.	2157.3
Wrigley Gum	Wrigley William Jr. Co.	6.3
	TOTAL	53,256.5

Source: Television Bureau of Advertising (TVB) from data supplied by Arbitron.